

A Study on Customer Satisfaction Analysis on Digital Marketing at Amazon in Ananthapur

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INTRODUCTION

Digital marketing is the process whereby consumers directly buy goods, services, etc from a seller interactively in real time without an intermediary service over the internet. Consumers find it as an easier way to purchase through online market. It is a platform where sellers sell their products over internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct digital marketing because of the convenience. Digital marketing allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

Nowadays, Digital marketing is the very easy process of buying any products from the retailers for regular purpose as maximum people have some common tools of online shopping such as smart phones, computers, laptops, tablets and many others. The way of online shopping provides several facilities to the customers and for this reason, customers become satisfied while buying products from the retailers through digital.

NEED OF THE STUDY:

- To know the customer satisfaction level towards offers, discounts, prices, returns and exchange policy, information provided about goods on digital marketing at amazon.

Scope of the study

- This study is confined to know about customer satisfaction level on digital marketing at amazon Pvt. Ltd in ananthapur district.

objectives of the study

- To find out the factors that influencing customer satisfaction on digital marketing at amazon Pvt. Ltd, Ananthapur.
- To analysis of the different payment methods preferred by the customer on digital marketing at amazon Pvt.Ltd, Ananthapur.
- To explore the satisfaction level of the customers towards the digital marketing at amazon Pvt. Ltd, Ananthapur.

SOURCES OF DATA

Data collection

This study is based on both the primary data and secondary data

Primary data:

Primary data was collected from The respondents through the Questionnaire.

Secondary data:

Secondary data was collected through the research papers, journals, magazines, brochures, and books.

Sample size:

111 respondents

Sampling technique:

The sampling technique used in this study for collection of data is convenient sampling

TOOLS AND TECHNIQUES:

- Simple percentage analysis
- T -test
- SPSS
- MS-EXCEL

HYPOTHESIS:

H0: The customer satisfaction does not differ along with gender.

H1: The customer satisfaction differ along with gender.

LIMITATIONS OF THE STUDY

➤ The study is limited to digital marketing at amazon Pvt. Ltd, Ananthapur.

INDUSTRY PROFILE

DIGITAL MARKETING:

It is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center, the process is called business –to – consumer (B2C) online shopping. When online an online store is set up to enable businesses to buy from another businesses, the process is called (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use 'search' features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as credit card, debit card or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e –tailer ships the products to customers ; for digital products, such as digital audio files of songs or software, the e – tailer usually send the files to the customers over the internet. The largest of these online retailing are Alibaba, Amazon.com, and eBay.

Some the online shopping portals in India are explained below:

AMAZON:

Category: Online marketplace (Electronics, Fashion, Accessories, etc.)



This website needs no introduction, and is it is the king of marketplaces. By adding new options every day, it is getting better. Name it, and they have it, be it household products, electronics, clothing, books, furniture, etc. For some of its products Amazon offers same day or one-day delivery.

Online monthly visitors:53.9M

Alexa Rank: 5

App downloads: 100,000,000+

Flipkart:

Category - Online marketplace (Electronics, Fashion, Accessories, etc.)



Flipkart is a solution to all your daily needs. They have everything from clothing, appliances, sports, equipment, furniture, to electronics as well. They offer heavy discounts on most of the products and offer multiple payment options for your convenience. With their amazing daily offers, they have gained huge success. But most popular are their diwali sales when their visitors increase by many folds. Currently, they are developing their fashion category by adding new brands every day.

Online monthly visitors: 34.3M

Alexa rank: 10

App downloads: 100,000,000+

Book My Show:

Category: Online tickets (Movies, Shows and Entertainment



Book My Show is a ticket booking portal that lets you book tickets conveniently from the comforts of your home. No more standing in long queues for watching a movie. They also keep you updated with the latest events in your city. It is the best way to book movie and event tickets. You can also pick the seat you like and reserve it. They have ample payment options for your convenience.

Online monthly visitors: 24M

Alexa rank: 77

App downloads: 10,000,000 +

Myntra

Category – Fashion



Myntra is the first name that comes to our mind when we think of online shopping. this top player sells everything from luxury goods to makeup, accessories and clothing. Their significant sale events and extensive advertising have increased their reach and made them a trusted site to shop online. New brands are added to their website every day.

Online monthly visitors:- 8.5M

Alexa rank: 85

App downloads: 50,000,000+

Snapdeal:

Category – Online marketplace (Electronics, Fashion, Accessories, etc.)



Snapdeal is an online marketplace that has electronics, mobiles, men & women clothing, shoes, home & kitchen appliances at reasonable prices. They run daily offers where you can get good quality products at heavy discounts. Like Amazon, Snapdeal offers some products at zero shipping charges and provide next day delivery.

Online monthly visitors: 7.3M

Alexa rank: 84

App downloads: 50,000,000+

Big Basket:

Category – Online grocery



Big Basket is an online food product and grocery provider. As our life gets busier and tougher, it is tough to find time to go for grocery shopping. Big Basket understood that and decided to make shopping easier for all the busy folks out there. It also gives out a lot of offers and coupons using which people can save big. In the time of lockdown due to corona virus scare, the online grocery has jumped up the ladder ladder to become one of the most important e-commerce brands in India.

Online monthly visitors: 1.2M

Alexa rank: 419

App downloads: 10,000,000+

Nykaa:

Category – fashion



In short span of time, Nykaa has managed to become the beauty destination of

India. This online shop has everything from soaps to luxury products. Over the

years they have collaborated with international brands and exclusively launched them on their site. The most recent one is Huda’s beauty.

They have also a blog and a Youtube channel that shares useful tips and tricks.

Online monthly investors: 1.2M

Alexa rank: 673

App downloads: 10,000,000+

DATA ANALYSIS AND INTERPRETATION

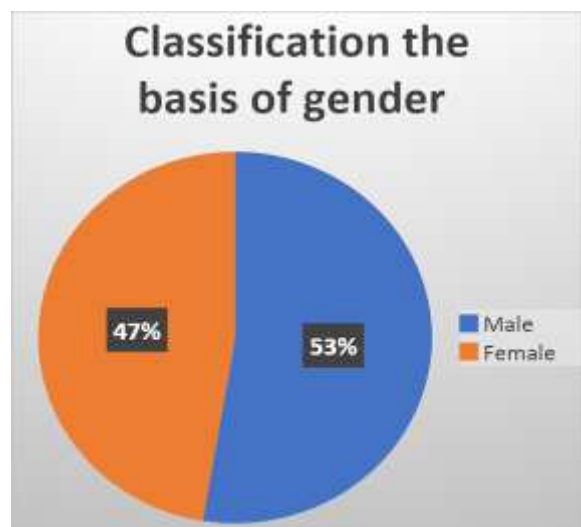
Objective: To find out the factors that influence the customer satisfaction on digital marketing at amazon Pvt Ltd, Ananthapur

Q. Gender of the respondents

Table showing classification on the basis of gender

Gender	Responses	Percentage
Male	52	46.8
Female	59	53.2
Total	111	100

Source: primary data collected from the respondents.



INTERPRETATION:

The table shows that out of 111 respondents about 46.8 % are males and 53.2% are females.

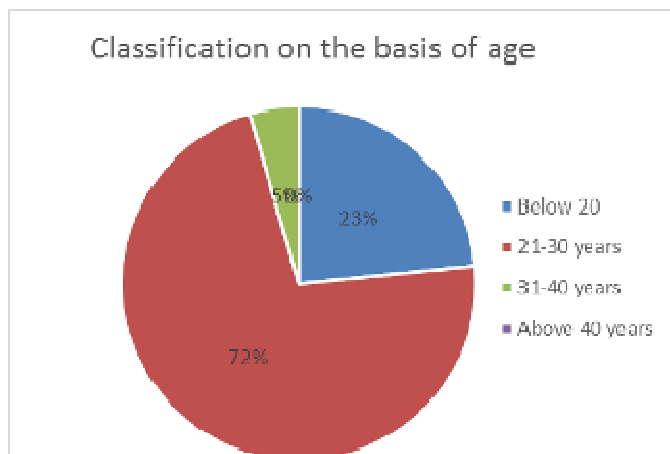
Therefore most of the respondents are females.

Q. Age of the respondents

The table showing classification on the basis of age

Age	Responses	Percentage
Below 20	26	23.40%
21-30 years	80	72.10%
31-40 years	5	4.50%
Above 40 years	0	0%
Total	111	100.00%

Source: primary data collected from the respondents



Interpretation:

From above analysis out of 111 respondents in that 23.4%(26) respondents are below 20 years, 72.1% (80) respondents are 21-30 years, 4.5% (5) belongs to 31-40 years.

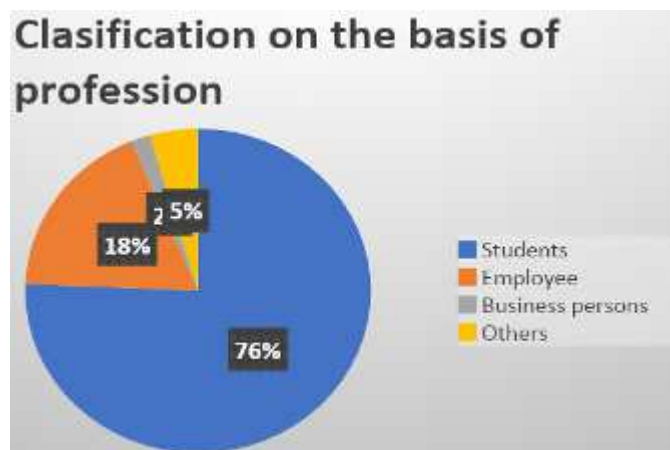
Therefore most of the respondents are at the age group between 21-30.

Q. Profession of the respondents

Table showing classification the basis of PROFESSION

Profession	Responses	Percentage
Students	84	75.70%
Employee	20	18%
Business persons	2	1.80%
Others	5	4.50%
Total	111	100.00%

Source: primary data collected from the respondents.



Interpretation:

From the above analysis out of 111 respondents in that 75.7% belongs to students, 18% belongs to employee, 1.8% of the respondents belongs to business person, and 4.5% of the respondents belongs to others.

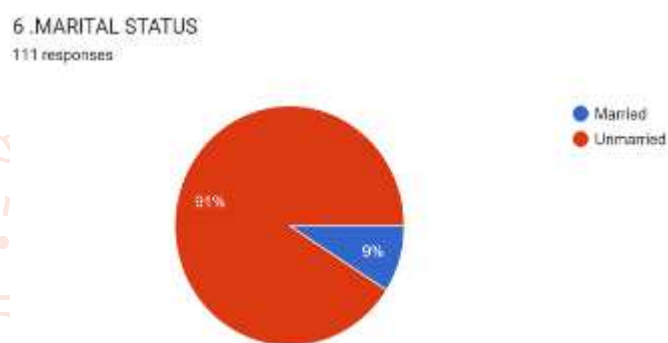
Therefore most of the respondents belongs students

Q. Marital status of the respondents

The table showing classification on the basis of marital status

Marital status	Responses	Percentage
Unmarried	101	91%
Married	10	9%
Total	111	100

Source: primary data collected from respondents.



Interpretation:

The above chart shows that out of 111 respondents about unmarried persons are use digital marketing at percentage of 99% at amazon and married persons are use digital marketing at percentage 1% at amazon.

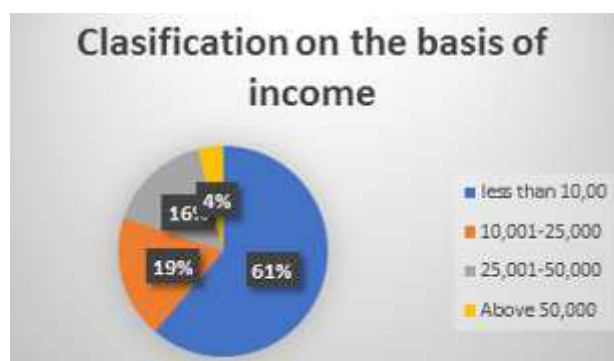
Therefore most of the respondents are unmarried.

Q. Income of the respondents

Table showing on the basis of INCOME

Income	Responses	Percentage
less than 10,00	65	61.30%
10,001-25,000	20	18.90%
25,001-50,000	17	16%
Above 50,000	4	3.80%
Total	111	100.00%

Source: primary data collected from the respondents.



Interpretation:

From the above analysis 61% of the respondents income range less than 10,000, 19% of the

respondents income range between 10,001-25,000, 16% of the respondents range between 25,001-50,000, 4% of the respondents range between above 50,000.

Therefore most of the respondents income range less than 10000

Q. How long have been using digital marketing services at amazon ?

The table showing frequently using digital marketing.

Using of digital marketing	Responses	Percentage
Less than 1 year	47	42.30%
1 to 3 years	45	40.50%
1 to 5 years	14	12.60%
Above 5 years	5	4.50%
Total	111	100.00%



Interpretation:

In this analysis out of 111 respondents, 42% of the respondents using digital marketing at less than 1 year, 41% of the respondents at 1-3 years, 14% of the respondents frequently using at 1-5 years, 4% of the respondents frequently using at above 5 years.

Therefore most of the respondents frequently using digital marketing at less than 1 year.

Q. What are the main reasons you preferred amazon for shopping

The table classification on the reasons for preferred amazon shopping

Reasons for preferred amazon	Respondents	Percentage
Family and friends	51	45.90%
online advertisement	34	30.60%
Transaction security	21	18.90%
Promotional Emails	5	4.50%
Total	111	100.00%

Source: primary data collected from the respondents.

Interpretation

The above analysis out of 111 respondents, 46% of the respondents preferred amazon digital marketing on the basis of family and friends. At 31% of the respondents preferred on the basis of online advertisement. At 19% of the respondents preferred on the basis of transaction security. At 45% on the basis of promotional emails.

Therefore the most of the respondents are preferred on the basis of family and friends

Q. Are you the products at the time estimated delivery given

The table showing on the basis of given time estimated delivery

Time estimated delivery	Respondents	Percentage
Yes	88	79.30%
No	23	20.75%
Total	111	100

Source: primary data collected from the respondents

Interpretation:

From the analysis 99% of the respondents are agree With the given time estimated delivery. 1% of the respondents are disagree with the given time estimated deliv The most of the respondents satisfied with the given time estimated delivery.

Q. Which makes you purchased products from amazon shopping

The table showing on the basis of reasons for purchasing products

Reasons for purchasing products	Respondents	Percentage
less price	25	22.50%
good quality	62	55.90%
Fast delivery	18	16.20%
Other	6	5.40%
Total	111	100.00%

Source: primary data collected from the respondents.



Interpretation:

In this study at 23% of the respondents are purchasing products on the basis of less price. At 56% of the respondents on the basis of good quality. At 16% of the respondents are purchasing products on the basis of fast delivery. At 5% of the respondents purchasing products on the basis of other.

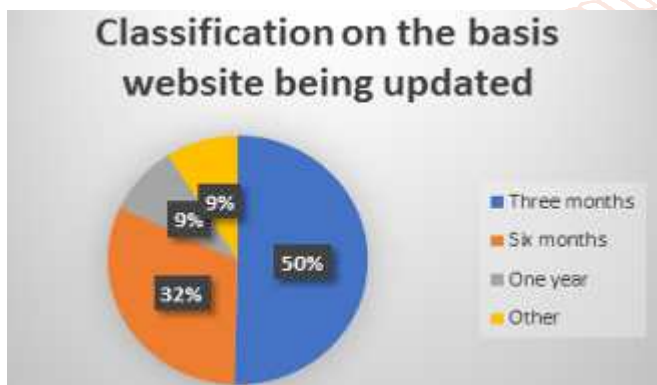
Therefore most of the respondents are purchasing on the basis of other.

Q. How often is your website being updated

The table showing on basis of website being updated

Website being updated	Responses	Percentage
Three months	56	50.50%
Six months	35	31.50%
One year	10	9%
Other	10	9%
Total	111	100

Source: primary data collected from the respondents.



Interpretation:

From the above analysis out of 111 respondents, at 50.50% of the respondents are being updated the websites at three months. At 31.50% of the respondents are being updated the website at six months. At 9% of the respondents are being updated the website at one year. At 9% of the respondents are being updated the websites at other.

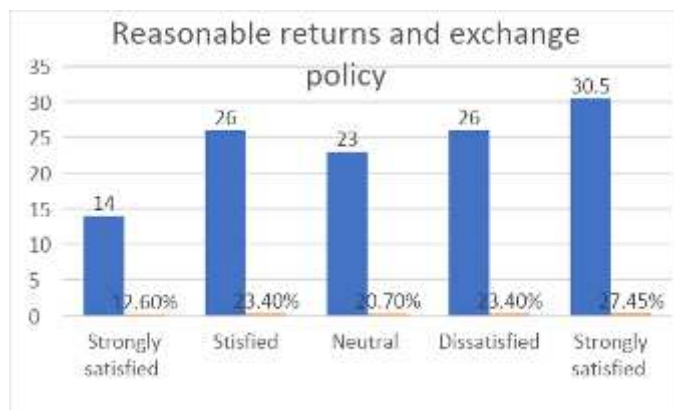
Therefore most of the respondents are being update the website at three months.

Q. Are you satisfied with the reasonable returns and exchanges policy of amazon shopping

The table showing rating on the basis of reasonable returns and exchange

Reasonable return and exchange policy	Responses	Percentage
Strongly satisfied	14	12.60%
Satisfied	26	23.40%
Neutral	23	20.70%
Dissatisfied	26	23.40%
Strongly dissatisfied	22	19.80%
Total	111	100

Source: primary data collected from the respondents



Interpretation:

From the above analysis at 12.60% of the respondents are strongly satisfied with reasonable returns and exchange policy. At 23.40% of the respondents are satisfied at satisfied. At 20.70% are the respondents are satisfied at neutral. At 23.04% of the respondents are satisfied at dissatisfied. At 27.45% of the respondents are satisfied at strongly dissatisfied.

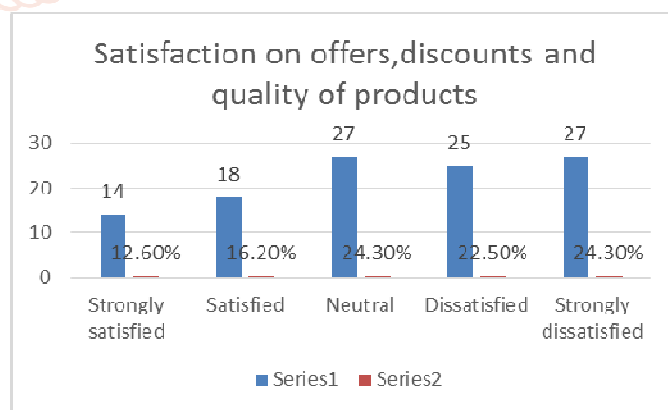
Therefore most of the respondents are dissatisfied.

Q. How much you satisfied with offers, discounts and quality of products provided by the amazon

The table showing rating on the basis of offers, discounts and quality of products

Offers, discounts and quality of products	Responses	Percentage
Strongly satisfied	14	12.60%
Satisfied	18	16.20%
Neutral	27	24.30%
Dissatisfied	25	22.50%
Strongly dissatisfied	27	24.30%
Total	111	100.00%

Source: primary data collected from the respondents



Interpretation:

From the above the analysis out of 111 respondents, at 12.6% of the respondents are satisfaction level strongly satisfied with the offers, discounts and quality of products. At 16.2% of the respondents are satisfied. At 24.30% of the respondents are satisfaction level at neutral. At 22.50% satisfaction level at dissatisfied.

At 24.30% of the respondents are satisfaction level at dissatisfied.

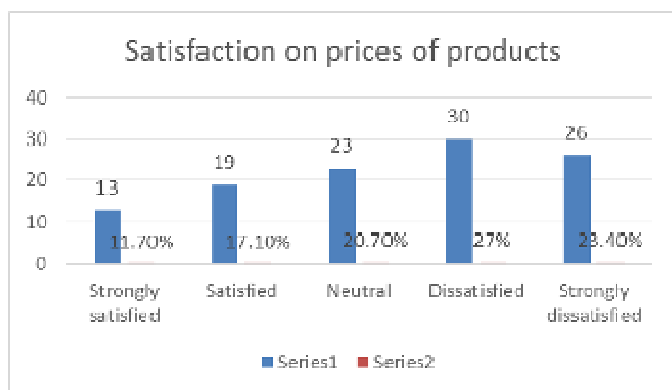
Therefore most of the respondents satisfaction level at neutral and dissatisfied.

Q. How much you satisfied with the prices of products provided by amazon shopping

The table showing rating on the basis of price of products

Prices of products	Responses	Percentage
Strongly satisfied	13	11.70%
Satisfied	19	17.10%
Neutral	23	20.70%
Dissatisfied	30	27%
Strongly dissatisfied	26	23.40%
Total	111	100

Source: primary data collected from the respondents.



Interpretation:

The above data shows that many of the respondents are strongly satisfied at 11.7% with the prices of the products, at 17.10% of the respondents are satisfied, 20.70% of the respondents are neither satisfied nor dissatisfied, at 27 % of the respondents are dissatisfied and 23.40% of the respondents are strongly dissatisfied.

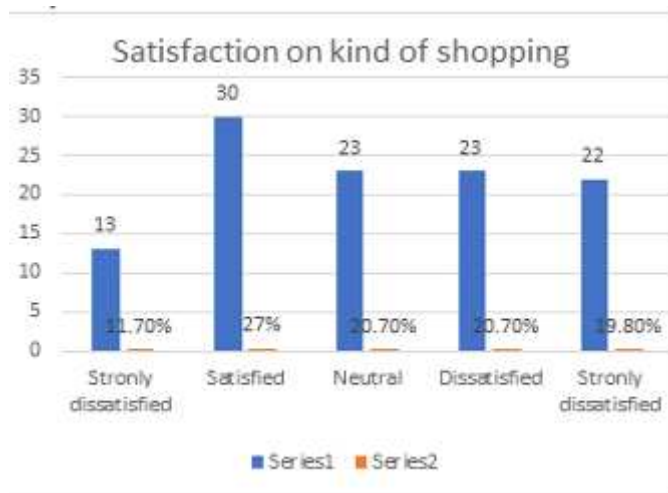
Therefore most of the respondents are dissatisfied.

Q. Are you satisfied with this kind of shopping

The table showing rating on the basis of kind of shopping

Kind of shopping	Responses	Percentage
Strongly satisfied	13	11.70%
Satisfied	30	27%
Neutral	23	20.70%
Dissatisfied	23	20.70%
Strongly dissatisfied	22	19.80%
Total	111	100.00%

Source: primary data collected from respondents



Interpretation:

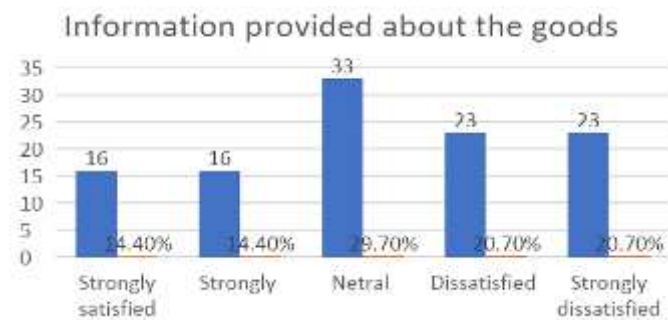
In this analysis, 11.7% of the respondents are agree that they are satisfied with this kind of shopping, 27% of the respondents are respondents satisfied, 20.70% of the respondents are state that they are neither satisfied nor dissatisfied, 20.70% of the respondents are dissatisfied and 19.80% of the respondents are dissatisfied.

Therefore most of the respondents are satisfied.

Q. Are you satisfied the information provided by the amazon about the products available for purchasing is enough

The table showing rating on the basis of information provided about goods

Information provided	Responses	Percentage
Strongly satisfied	16	14.40%
Strongly	16	14.40%
Neutral	33	29.70%
Dissatisfied	23	20.70%
Strongly dissatisfied	23	20.70%
Total	111	100

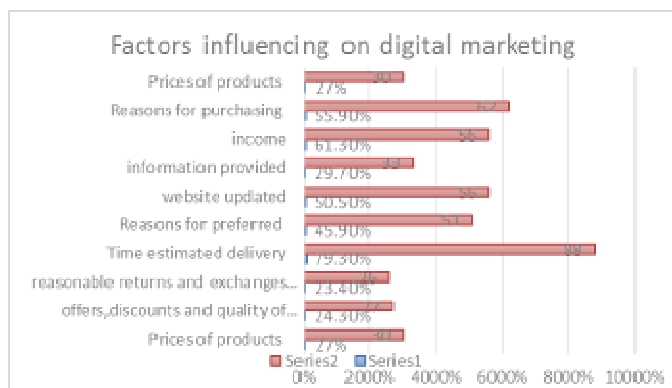


Interpretation:

From the above data shows that 29.70% of the respondents are state that they are neither satisfied nor dissatisfied about the information provided by the amazon about the goods. Around 14.40% respondents are strongly satisfied, 14.40% of the respondents are satisfied, 20.70% of the respondents are dissatisfied and 20.70% of the respondents are strongly dissatisfied.

Table showing the factors influencing the digital marketing

Factors influencing on digital marketing	percentage	Responses
Prices of products	27%	30
Offers, discounts and quality of products	24.30%	27
reasonable returns and exchanges policy	23.40%	26
Time estimated delivery	79.30%	88
Reasons for preferred	45.90%	51
website updated	50.50%	56
information provided	29.70%	33
income	61.30%	56
Reasons for purchasing	55.90%	62
Prices of products	27%	30



INTERPRETATION

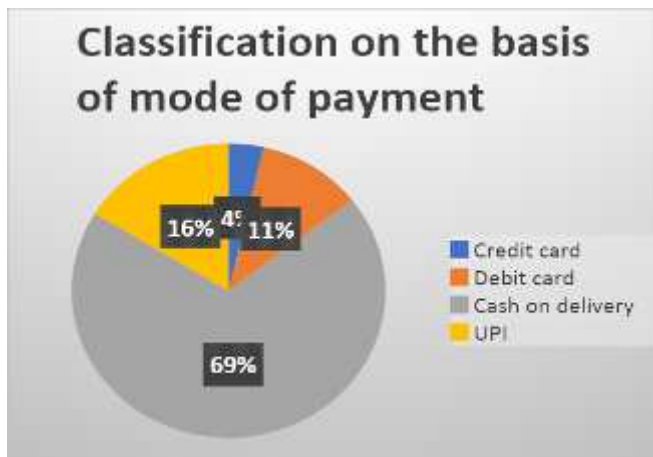
The above analysis estimated delivery time is one of the most influencing factor on customer satisfaction on digital marketing at 79.30%. The least influencing factor on customer satisfaction at 23.40% with reasonable returns and exchange policy and 24.30% with the offers, discounts, and quality of products.

Objective: To analysis the different payment and delivery systems preferred the satisfaction level of customers at amazon Pvt Ltd, Ananthapur

Q. What is the mode of payment you usally preferred the most

The table showing classification the basis of mode of payment

Mode of payment	Responses	Percentage
Credit card	4	3.60%
Debit card	12	10.80%
Cash on delivery	77	69.40%
UPI	18	16.20%
Total	111	100



Interpretation:

Above analysis shows that many of the respondents option for cash on delivery than other payment methods. Around 69.40% are choosing the option cash on delivery. 10.80% option for debit card and 3.60% use credit card while shopping through online and 16.20% option for UPI payment method.

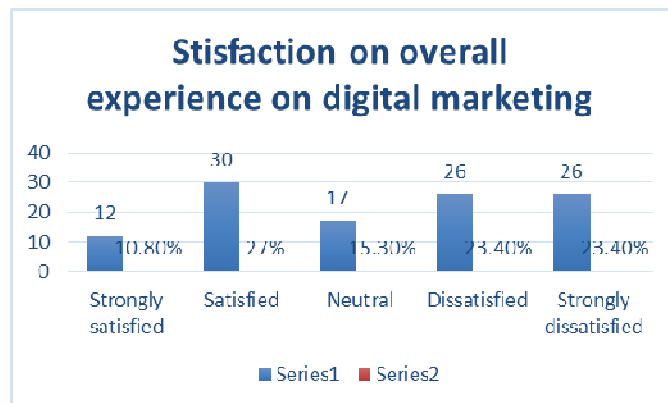
Objective: To explore the satisfaction level of customers towards the digital marketing at amazon Pvt Ltd, Ananthapur

Q. Based on your overall experience how much you satisfied digital marketing of amazon company

The table showing rating on basis of satisfied overall experience on digital marketing

Satisfied overall experience	Responses	Percentage
Strongly satisfied	12	10.80%
Satisfied	30	27%
Neutral	17	15.30%
Dissatisfied	26	23.40%
Strongly dissatisfied	26	23.40%
Total	111	100

Source: primary data collected from the respondents



Interpretation:

The above data shows that out of 111 respondents, at 10.80% of the respondents are agree that they are strongly satisfied with digital marketing. At 27 % of the respondents are agree that they are satisfied. At

15.30% of the respondents are agree that they are neither satisfied or dissatisfied with digital marketing. 23.40% of the respondents are dissatisfied. 23.40% of the respondents are strongly dissatisfied.

Therefore many of the respondents are satisfied with over experience of the digital marketing at amazon

FINDINGS:

- Many females are become respondents to the questionnaire as compared to male with 53.2%.
- Majority of the respondents are came from the age group of 21-30 years.
- The data was collected from students with 75.7% and lowest response was collected from the business persons with 1.8%.
- Majority of the collected from the customers income range of less than 10,000.
- The data collected from the unmarried customers with 99% and from married with 1%.
- The majority of the respondents response that they are using digital marketing less than 1 year.
- The source which makes the customer preferred amazon is due to family and friends.
- The most of the customer purchasing the based on the good quality.
- The majority of the respondents are agree with time estimated delivery given with 79.3%.
- The large number of customer are use cash on delivery payment method while delivery with 69.4%
- The most of the respondents are dissatisfied with price of products with 25%
- Customers are satisfied this marketing.

- Customers are dissatisfied with reasonable returns and exchange policy.
- The majority of the customers are being updated the web site at three months.

Based on overall experience with the amazon customer are satisfied with the digital marketing

SUGGESTIONS:

- Digital marketing portal should be made as user friendly for the end user (customers).
- Internet environment has to be improved in the area of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- Web based technologies upgrade creative conceptualization that would improve the response from technology savvy consumers. So the firm have to invest in such new technologies.
- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they don't know how to order the products online and they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to customers as how to order the product online.

CONCLUSION:

This study concluded that, digital marketing is the best one, when compared to other shopping. The study about the various aspects of customer satisfaction on amazon digital marketing is satisfied with the price of products, estimated delivery time, information provided about goods, reasonable returns and changes, offers, discounts and quality of products. If the suggestion given by the customer implemented successfully, the growth of the company and level of satisfaction of the customers will be increased.